BOOKS IN WORLD REHABILITATION

Mr. SMITH. Mr. President, in connection with the so-called Voice of America program and the objectives of the United States Information and Exchange Act of 1948, I have had called to my attention a most interesting and illuminating memorandum entitled "Books in World Rehabilitation," which is addressed to Members of the Congress of the United States, the Department of State, the Department of the Army, and the Department of Commerce, from the American Textbook Publishers Institute, the American Book Publishers Council, Inc., and the Association of American University Presses.

This memorandum stresses the need for American books abroad as important in the long-range interpretation of

America. It goes on to review the world situation and the effect our publications can have in foreign countries, and then discusses the complicated problem of dollar exchange. It points out that Russia today is supplying about eight books per pupil in its zone of occupation in Germany, whereas we of the United States are supplying only one and one-half books per pupil. It also points out that both Great Britain and France have gone much further than we have in furnishing books to the pupils in their respective zones.

I ask unanimous consent at this point in my remarks to publish this memorandum, which is brief but very pertinent to this whole subject, and accompanying the memorandum to publish the names of the American publishers who joined in the presentation of the matter.

There being no objection, the memorandum was ordered to be printed in the RECORD, as follows:

BOOKS IN WORLD REHABILITATION

(A memorandum for Members of the Congress of the United States Department of State, Department of the Army, Department of Commerce. The American Textbook Publishers Institute, American Book Publishers Council, Inc., Association of American University Press)

I. THE PURPOSE OF THIS MEMORANDUM

The American Textbook Publishers Institute, representing 46 publishers primarily in the educational field; the American Book Publishers Council, representing 80 educational and general publishers; and the Association of American University Presses, representing the publishing units of 28 institutions of higher learning, have prepared this memorandum to supply a statement of facts regarding the place of American books in world rehabilitation.

II. THE NEED FOR AMERICAN BOOKS

The United States is embarked on a policy of helping the nations of the world to help themselves. Food, seed, machinery, and industrial raw materials are essential for survival, and are so recognized under the terms of emergency aid already granted and in prospect. At the same time there is an insistent demand throughout the world for books, which are tools of reconstruction in as real a sense as material equipment. United States educational, technical, agricultural, and scientific books are desperately needed, and can carry to other countries the practical knowledge essential to their rehabilitation.

Books also reflect the culture and ideals of a people, and we believe it is essential to make an adequate picture of American democracy available to all countries with which we will have close association in the future. We submit that the picture is not adequate unless the lasting record provided by books for general reading is available to them.

It is often forgotten that, without books, civilization as the world knows it must cease to exist. Only books can record in imperishable form the knowledge future generations must utilize, not only to progress, but even to maintain their technological and cultural inheritance. The intellectual and material products of the classroom and the factory spring with equal dependency from the same source—the book.

For both practical and informational reasons, therefore, we believe that books play a major part in world reconstruction and in American foreign relations, though as commodities their bulk and dollar value are negligible compared with other materials in foreign trade.

III. REVIEW OF THE WORLD SITUATION

At the conclusion of active hostilities, when nations had an opportunity to take a long view of their requirements, provision was made for the acquisition of books. As postwar problems have deepened, the day-to-day requirements of food and raw materials have forced many countries to ignore long-range plans in their desperate concern with problems of the moment. The acquisition of books, even those of the most positive practical value, has been hindered more and more by restrictions. The countries most needing our assistance, not only in short-term items such as flour and clothing but in long-term items such as books and lathes, are almost completely unable to obtain our books because of their need for the immediate necessities of existence. These are the so-called soft currency countries, where there are often no dollars for book purchases, and where the American idea is usually available only through radio programs heard by the limited few with adequate receiving sets. In such countries, both within and without the iron curtain, Russian books in many languages, including English, are found in great quantities. The distribution of books, not only in Europe but also in Asia and Latin America, is obviously part of Russian policy. The result is that the Russian story is available to the reading public, with all the implications which that story may have for us, and that our story, for the most part, is not available to those people who most want to know it and who can most profit by it.

Before the war, Germany was acutely aware of the fact that a language to some degree carries its own ideology, and even more acutely aware that books are the ideal instruments of ideological and commercial penetration. The Nazi regime saw to it that scientific and technical books in German were distributed everywhere. For great sections of the world, German represented a second language of education and technology.

At the close of the war, many nations were prepared to substitute English for German as their second language. In Holland, for instance, there was a strong movement to displace German as a language of instruction in the sciences and in schools of higher education, thus giving the opportunity to replace German with English. Great Britain has understood this. The phrase "trade follows the book" originated in England, and, within the limits of great shortages of materials and lack of plant capacity, Great Britain has done her best to see that the English language has had a fair competitive chance in the postwar world.

Statistical data furnished by our Government clearly reveals that between two wars less than 3 percent of the total book production of the United States was shipped abroad, while British figures indicate that in the same period Great Britain exported 30 percent of her book production. The foregoing relationships have not materially changed in the present postwar period. But England alone, because of her shortages, is in no way able to fill the void caused by the complete cessation of German export publishing and the disruption of normal publishing activity throughout Europe. The Argentine scientist and the Dutch engineer, who once looked to Leipzig for their reference works, now look to the United States as the leader in technical literature. At present they look in vain, because their governments have not been able to allocate a sufficient number of dollars for the purchase of American books.

IV. DOLLAR EXCHANGE

In virtually all countries of the world, acquisition of American books has been curtailed by the lack of dollar exchange at the very moment when these books are most desperately needed. This is true of England and the Commonwealth, continental Europe, Latin America, China, and other areas. As dollar exchange has run out, the various governments have imposed controls which limit the flow of materials from the United States. In the case of books, these regulations take different forms and have different effects; the full picture of restrictions against American books is suggested in appendix C.

To indicate the attitude of the foreign countries themselves, we quote the following excerpts of letters recently received from prominent European bookmen:

Greece: "To our regret, our efforts had to be checked when the Currency Committee decided * * * to suspend the free grant of exchange for importations of American books. * * * We have been working up to this moment on the basis of credits which the American publishing firms kindly granted us, thus risking the prestige of our firm in order that the complete interruption of the importation of the American editions in Greece might be avoided. * * * Unfortunately, we permit ourselves to express our opinion, the members of the committee have failed to consider this subject from its far more important political than simply financial point of view."

Finland: "Thanks to the enormous increase of interest in the English language and to the no longer existing output of German publications, there is in Finland an unprecedented and ever increasing demand for American books. * * * We are able to import (British books) practically without restrictions; the situation with regard to the American books is unfortunately entirely different, owing to the lack of dollar currency. * * * Book sellers in Finland are actually not in the position to maintain any stock whatsoever of American books in their book shops."

Italy: "American publications are urgently desired on Italian market and it is hard to fetch them. * * * Book sellers report growing demand for American books, particularly scientific and technical. * * * Italy needs American publications but fiscal bureaucratic difficulties disturb import."

Great Britain: "This association strongly opposes all barriers to the full and free exchange of books between United States of America and Great Britain at a time when western civilization is threatened with collapse and can hope to repair the ravages of war and to reestablish those values and that prosperity upon which its continued existence depends only through the mutual understanding and technical efficiency made possible by the printed word."

V. GERMANY, AUSTRIA, JAPAN, AND KOREA

In Germany and Japan, the importation of books through normal channels is contrary to military regulations, a situation receiving insufficient attention. The peoples in these countries are eager to know about the United States and to discover how our American civilization functions. They wish to utilize our educational, medical, professional, technical, and cultural books for the reeducation of their peoples. In line with this desire, our Army maintains information centers containing a limited selection of books in many of the principal cities of the occupied areas; to be truly effective, all such projects must be tremendously increased in scope.

Current newspaper reports indicate that the United States lags behind Great Britain, France, and Russia in supplying textbooks to Germany as follows:

Zone of occupation	Number of pupils	Number of books reported supplied
Soviet	3,300,000	27,000,000
British	3,700,000	13,000,000
French	900,000	6,000,000
United States	2,700,000	4,400,000

The Russians supply eight books per pupil; we supply one and one-half books per pupil.

The Reorientation Branch of the Civil Affairs Division, Department of the Army, through its procurement agent, the Infantry Journal, has secured the translation rights of 440 American titles for Germany and Austria, and approximately 100 titles for Japan and Korea. Despite this sizable backlog of titles secured, it has been possible to have published to date only 35 titles in Germany, 10 in Austria, and none in Japan and Korea.

By contrast, England has made information on English life and culture more freely available. To quote from the English Bookseller (January 10, 1948), "One of the most important arrangements for translations of (British) Council publications was made through the Control Commission for the publication of German editions of titles in the British Life and Thought and Science in Britain series by a Berlin publisher. There is an increasing use of brochures in English classes and in discussion groups in schools and British institutes." "* * * the provision for expenditure by the British Council which was made in the civil estimates 1947–48 [is] as follows: British Council, £2,913,000; Colonial and Middle Eastern Services, £500,000; and Burma, £87,000."

VI. UNITED STATES INFORMATION LIBRARIES

The overseas libraries of the United States Information Service are not now sufficiently supplied with books to take care of reference and circulation needs.

For the fiscal year 1947–48, the Department of State made available about $40,000 for the purchase of books. The figure requested for 1948 is reported to be $250,000. While the sum is perhaps sufficient for the annual replenishment of the 80 USIS libraries now planned, it should be made a matter of record that none of the libraries has a collection of books in any way adequate to merit being called a library. To increase the collections to requisite size, 600,000 volumes would be required, involving a capital outlay, at present prices, of not less than $3,000,000.

Report No. 855 of the United States Senate Committee on Foreign Relations, pursuant to Senate Resolution 161, states the need, observed by certain Members of Congress at first hand, of an adequate program of supplying American books at accessible points where they will do the most good.

VII. RECOMMENDATIONS

In 1946 the book-publishing industry produced an estimated total sales volume of $350,000,000, of which only $19,000,000, or 6 percent, represented export sales. The percentage, while of some value as a contribution to the stability of employment in the industry, is not so large as to represent a major factor in book publishing. Many publishers are therefore frankly uninterested in the purely business aspects of foreign trade, and have engaged in it from a sense of obligation in view of the world-wide need for American books. Such efforts on the part of the industry cannot meet with a real measure of success until publishers are placed in a far better position to fulfill the demand.

In the belief that due recognition should be given to the contribution books can make to the building of new generations throughout the world, the book industry of the United States, represented by the undersigned major associations, respectfully submits the following recommendations to the Government as a means of strengthening permanently the long-range policy of world rehabilitation and national self-defense:

1. Foreign nations, insofar as possible, should be enabled to secure those United States informational, educational, scientific, and technical books which are of value to the education, culture, and economy of the individual country by means of a program providing adequate dollar payments to the American publishers involved, such transactions to take place to the greatest possible extent through normal channels of commercial intercourse.

2. The word "informational" should be broadly interpreted to include books which provide an adequate picture of life, achievement, and habits of thought and action in the United States, each country being free, however, to stipulate those books which it wants for purposes of rehabilitation.

3. Most careful consideration should be given to the lasting value of the United States Information Service libraries; long-term program should be worked out in consultation with the publishing industry and library services, with a view to determining the sum of money properly expendable for the future effectiveness of those libraries in giving access to American thought.

4. Steps should be taken to broaden the reeducation program in Germany, Japan, and Korea by permitting the interchange of library materials with these areas in such a way that books become more readily available to the civilian populations; in addition, every effort should be made to expedite the publication of translations of works of United States origin in all occupied areas.

5. As a part of any program involving books, adequate information should be supplied to consular officers, commercial attachés, and other interested personnel concerning the desirability of commerce in books, the complexities of book distribution outside the United States, and the great value of assisting educators and others abroad in acquiring informational books and materials of American origin.

6. The United States, in cooperation with other countries through the trade-agreements program and the proposed International Trade Organization, should press for the reduction of governmental trade barriers hampering the free flow of books.

7. A commission, including adequate representation of the book industry, should be formed to study the means of implementing any legislation touching on the communications problem, and the Government should avail itself of the facilities of the American Book Publishers Council, the American Textbook Publishers Institute, and the Association of American University Presses in drafting programs involving the use abroad of books of United States origin.

Respectfully submitted.

AMERICAN TEXTBOOK PUBLISHERS INSTITUTE,
AMERICAN BOOK PUBLISHERS COUNCIL, INC.,
ASSOCIATION OF AMERICAN UNIVERSITY PRESSES.

The American Textbook Publishers Institute: American Book Co.; American Technical Society; A. S. Barnes & Co., Inc.; W. S. Benson & Co.; the Bobbs Merrill Co.; P. F. Collier & Son Corp.; F. E. Compton & Co.; the Economy Co.; Encyclopaedia Britannica; Encyclopedia Americana; Ginn & Co.; the Gregg Publishing Co.; the Grolier Society, Inc.; E. M. Hale & Co.; Harcourt, Brace & Co., Inc.; Harper & Bros.; D. C. Heath & Co.; Henry Holt & Co., Inc.; Houghton Mifflin Co.; Loyola University Press; the Macmillan Co.; the Manual Arts Press; McCormack-Mathers Publishing Co.; McGraw-Hill Book Co., Inc.; Charles E. Merrill Co., Inc.; Newson & Co.; Pitman Publishing Co.; Prentice-Hall, Inc.; the Quarrie Corp.; Rand McNally & Co.; Row, Peterson & Co.; William H. Sadler, Inc.; Benj. H. Sanborn & Co.; Science Research Associates; Scott, Foresman & Co.; Silver Burdett Co.; the L. W. Singer Co.; South-Western Publishing Co.; the Steck Co.; the United Educators, Inc; University of Chicago Press; the University Publishing Co.; D. Van Nostrand Co., Inc.; Webster Publishing Co.; the John C. Winston Co.; and World Book Co.

American Book Publishers Council, Inc: Abingdon-Cokesbury Press; Allen, Towne & Heath, Inc.; Appleton-Century-Crofts, Inc.; Bantam Brooks, Inc.; A. S. Barnes & Co., Inc.; M. Barrows & Co., Inc.; The Bethany Press; Walter J. Black, Inc.; The Bobbs-Merrill Co.; Book-of-the-Month Club, Inc.; R. R. Bowker, Co.; The Caxton Printers Ltd.; Chanticleer Press, Inc.; Columbia University Press; Coward-McCann, Inc.; Creative Age Press, Inc.; Thomas Y. Crowell Co.; Crown Publishers; Dark Publishing Co.; The John Day Co., Inc.; The Devin-Adair Co.; The Dial Press, Inc.; Dodd Mead & Co., Inc.; Doubleday & Co., Inc.; Duell, Sloan & Pearce, Inc.; E. P. Dutton & Co., Inc.; Farrar, Straus & Co., Inc.; Greenberg: Publisher; Grosset & Dunlap, Inc.; Harcourt, Brace & Co., Inc.; Harper & Brothers; Hart Publishing Co.; Harvard University Press; Hastings House, Publishers, Inc.; Henry Holt & Co., Inc.; Houghton Miffin Co.; Infantry Journal, Inc.; Interscience Publishers, Inc.; Alfred A. Knopf, Inc.; Albert A. Lampl; Little, Brown & Co.; Longmans, Green & Co., Inc.; McGraw-Hill Book Co., Inc.; The Macmillan Co.; Macrae-Smith Co.; William Morrow & Co., Inc.; Thomas Nelson & Sons; The New American Library of World Literature, Inc; W. W. Norton & Co., Inc.; The Odyssey Press, Inc.; Oxford University Press, Inc.; Pantheon Books, Inc.; Pocket Books, Inc.; Popular Library; Prentice-Hall, Inc.; Princeton University Press; G. P. Putnam's Sons; Random House, Inc.; Reinhold Publishing Corp.; Rhinehart & Co., Inc.; Roy Publishers, a. n.; W. B. Saunders Co.; Charles Scribner's Sons; Simon & Schuster, Inc.; William Sloane Associates, Inc; Stanford University Press; University of California Press; University of Minnesota Press; University of Oklahoma Press; University of Pennsylvania Press; Vanguard Press, Inc.; D. Van Nostrand Co., Inc.; The Viking Press, Inc.; Franklin Watts, Inc.; John Wiley & Sons, Inc.; The John C. Winston Co.; William H. Wise & Co., Inc.; The World Publishing Co.; A. A. Wyn, Inc.; Yale University Press.

Association of American University Presses: University of California Press, Catholic University of America Press, Columbia University Press, Cornell University Press, Duke University Press, University of Georgia Press, Harvard University Press, Iowa State College Press, University of Kansas Press, University of Kentucky Press, Louisiana State University Press, Loyola University Press, University of Michigan Press, University of Minnesota Press, University of Nebraska Press, New York University Press, University of North Carolina Press, University of Oklahoma Press, University of Pennsylvania Press, University of Pittsburgh Press, Princeton University Press, Rutgers University Press, Stanford University Press, Syracuse University Press, University Press in Dallas, University of Washington Press, University of Wisconsin Press, Yale University Press.

The University of Chicago Press dissents from the foregoing recommendations.

Mr. SMITH. Mr. President, accompanying the memorandum are a number of appendixes of which the following are the titles and their contents:

Appendix A, Statements From Prominent Educators Concerning the Need Abroad for American Books. These statements are from Dr. Isaiah Bowman, president of the Johns Hopkins University; Prof. Paul R. Hanna, of Stanford University; Dr. Harold W. Dodds, president of Princeton University; and Dr. Charles Seymour, president of Yale University.

Appendix B, United States Book Export, Based on Department of Commerce FT 410 Reports. This report makes a very important preliminary statement and contains book export

figures of all the important foreign countries broken down into so-called Marshall plan countries and non-Marshall plan countries, and gives the following total figures:

Year:	*Amount*
1937	$5,514,063
1938	5,543,646
1946	19,406,151
1947	24,294,851

These figures are followed by the following statement:

The foregoing figures, through 1947, present a picture of an expanding export trade in books and hence an increasing dissemination of American culture and technology overseas. Such a favorable situation, however, will not continue to exist during 1948, due to important economic and political considerations. Appendix C (which immediately follows) presents a prognosis of what may be expected to occur in American book exportation in 1948 unless remedial measures are applied.

Appendix C, An Outline of the Economic and Political Forces Affecting the Circulation of Books Throughout the World. In this appendix conditions affecting the exportation of books are discussed on a country-by-country basis.

I feel that it would unduly encumber the pages of the CONGRESSIONAL RECORD to insert these appendixes in full, but it is my earnest hope that my colleagues, who are interested in this extremely important problem of the interpretation of America abroad, will study this report of American publishers and will consider ways and means by which the Assistant Secretary of State, Mr. George V. Allen, who is in charge of this important work, may be assisted in developing the general policies of his program.

The Senate will recall that the subcommittee of the Foreign Relations Committee, which last summer investigated that status of American information in Europe, did not overlook nor underestimate the great contribution which American books can make toward better understanding and to the world-wide flow of knowledge. Our literature—our fiction, our works of comment, our technical and scientific literature—constitute a permanent and mature distillation of our civilization. Books have long exerted a powerful influence in national and international affairs. The recent hearings on the European recovery program touched upon the fact that through American publications we can share experience and know-how which could assist considerably the processes of recovery and reconstruction. Recovery needs intellectual and moral factors as well as commodities.

It is also important to us that as this country faces increasing world responsibility, the American book industry should appraise its own special obligations and problems.